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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/815,450	03/22/2001	Krishanu Seal	AMAZON.063A	7645

20995 7590 11/15/2004

Knobbe Martens Olson & Bear LLP  
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EXAMINER

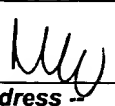
AKERS, GEOFFREY R

ART UNIT PAPER NUMBER

3625

DATE MAILED: 11/15/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/815,450	SEAL ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Geoffrey Akers	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 6 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 12 July 2004.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1 and 28-55 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1 and 28-55 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

***Response to Amendment***

1. This action is issued in replay to applicant's Amendment dated 7/12/04.
2. Claims 2-27 were canceled. New claims 28-55 were added.
3. Claims 1, 28-55 are pending.

***Claim Rejections - 35 USC § 101***

4. Claims 42, 55 is rejected under 35 USC 101 for failing to define a concrete, useful and tangible result.

***Claim Rejections - 35 USC § 103***

5. Claims 1, 28-41, 43-54 are rejected under 35 USC 103(a) as unpatentable over Teper(US Pat. No. 5,815,665) in view of Blinn(US Pat. No: 6,484,150).

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6. As per claims 1, 28-41, 43-54 Teper teaches a method for invoking delivery of a digital product from a computer of a vendor to a computer of a customer while maintaining customer anonymity(Abstract) with respect to the vendor(col 2 lines 31-48). Teper further teaches user computers(Fig 1/40) incorporating brokering applications(Fig 1/44/42) communicating over the Internet(Fig 1/30) with a brokering server(Fig 1/50). Teper further teaches that the product is an electronic book(col 16 lines 30-35). Teper also teaches the user being authenticated(Fig 2/84) and the online broker sending access rights to the specified site(Fig 2/86) and the site sending billing events to the online broker utilizing a session ID(Fig 2/88) and user viewing a bill(Fig 2/92). Teper further teaches that the user views the bill and updates customization information(Fig

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3/92) as well as the user computer communicating with the server in protocol for communication(Fig 3/1/2/3).Teper teaches access rights updates(Fig 3/90) and verification/session information(Fig 3/5/4). Teper also teaches the use of user token lists(Fig 6)(Fig 4/F) as well as a accounts database(Fig 4/64B) and a security system and database(Fig 4/64C) in the online broker. Teper also teaches the use of encryption of data that is passed between the user and the web server(Fig 6/112).Teper also teaches that the online brokerage service sends an anonymous session ID to the to allow the site to anonymous bill the user for services purchased(col 3 lines 31-34) without the user exposing the address of the customer to the vendor.Teper teaches that services are purchased without transmitting payment information as credit card number or personal information of the user(col 4 lines 33-36) and without exposing this information to the service providers(col 4 lines 35-36). Teper further teaches that the user's identity is stored in a single centralized location and not revealed to service providers(col 6 lines 41-44). Teper further teaches that various service provider services may be provided for personalized services(col 8 lines 7-16)(col 8 lines 63-66). In addition to that taught by Teper, Blinn teaches an order processing system to create and process an order(col 4 lines 17-35) including a database request for page data(col 4 lines 26-30) as well as utilization of a URL links to merchant stores(col 7 line 27-col 8 line 13) as well as delivery instructions(col 8 lines 15-17)(col 7 line 10) and e-mail confirmation(col 8 line 21) of the purchase with a receipt(col 8 lines 18-26).Blinn further teaches a server and client operating over a network(Fig 1) and the consumer using only a browser(Fig 2/122) to shop and purchase. Blinn further teaches a browser

software designating a URL to a page generator(Fig 5/127) and to a database(Fig 5/121) and generating a purchase order(Fig 8). It would have been obvious to one skilled in the art at the time of the invention to combine Teper in view of Blinn to teach the disclosure. The motivation to combine is to teach an e-commerce mechanism for buyers and merchants to participate in the online shopping market with a configurable order processing module as enunciated by Blinn(col 3 lines 41-45) and which enables the buyers to retain anonymity.

***Response to Arguments***

7. Applicant's arguments are moot in view of the new grounds of rejection necessitated by newly filed claims.

***Conclusion***

8. **THIS ACTION IS MADE FINAL.**

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9. Questions concerning this communication should be specifically addressed to the examiner of record, Dr. Geoffrey Akers, P.E., who can be reached between 6:30 AM and 5:00 PM Monday through Friday at 703-306-5844. If attempts to contact the the examiner are unsuccessful, the examiner's superior, Mrs. Wynn Coggins,SPE may be called at 703-308-1344.

November 10,2004

DR. GEOFFREY R. AKERS, P.E.  
PRIMARY EXAMINER

